

Appln. No. 10/826,722
Amendment dated August 20, 2008
Reply to Office Action mailed June 19, 2008

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. (Previously Presented) A method for generating a profile distinction in a computerized transaction system, the profile distinction being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system, if the computerized transaction is associated with the user or if the computerized transaction is associated with the user on behalf of a third party;

aggregating, by the computerized transaction system, information associated with the transaction in a profile corresponding to the user if the computerized transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the transaction in the profile corresponding to the user according to a profile distinction associated with the third party if the computerized transaction is determined to be associated with the third party; and

presenting, by the computerized transaction system, to the user one or more of: a special offer, a promotion, a product recommendation, and a product suggestion, that is tailored to one of the user and the third party using the aggregated information associated with the transaction.

2. (Cancelled)

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3. (Original) The method according to claim 1, further comprising:
determining if the profile distinction associated with the third party is
already present in the profile;

establishing the profile distinction associated with the third party if
the profile distinction is not already present in the profile; and

aggregating the information associated with the transaction in the
profile distinction associated with the third party if the profile distinction
is already present in the profile.

4. through 9 (Cancelled)

10. (Previously presented) A method for generating, in a
computerized transaction system maintaining a computerized database
system, a profile distinction associated with a transaction between a user
and a merchant, the method comprising:

initiating a computerized transaction with the user by the merchant for
a subject using the computerized transaction system;

receiving, by the computerized transaction system, from the user an
indication of whether the subject of the computerized transaction is
intended for use by the user or by a third party;

distinguishing in the computerized database system between the
subject of computerized transactions by the user that is intended for use by
the user and the subject of computerized transactions by the user that is
intended for use by the third party; and

presenting an offer to the user based upon the information in the user
profile regarding the subject of computerized transactions by the user that is
intended for use by the user.

11. (Previously presented) The method of claim 10 wherein the
presenting the offer to the user is not based upon the information in the user
profile regarding the subject of computerized transactions by the user that is
intended for use by the third party.

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12. (Previously presented) The method of claim 10 further comprising aggregating, in a user profile for the user in the computerized database system, information regarding the subject of computerized transactions by the user that is intended for use by the user; and

aggregating, in the user profile for the user in the computerized database system, information regarding the subject of computerized transactions by the user that is intended for use by the third party.

13. (Currently Amended) The method of claim 12 wherein presenting the offer to the user is based upon the aggregated information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the user .

14. (Previously presented) The method of claim 13 wherein the presenting the offer to the user is not based upon the aggregated information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.

15. (Currently Amended) The method of claim 12 further comprising recommending a product to the user, the presentation of the offer being based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the user .

16. (Previously presented) The method of claim 15 wherein the recommending of the product to the user is not based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.